

What is claimed is:

1. In a reward scheme in which users accumulate points in respective user accounts, which points are redeemable for rewards, a method comprising:
 - 5 a) receiving a voucher carrying a voucher code;
 - b) inputting the voucher code to a mobile terminal; and
 - c) transmitting the voucher code from the mobile terminal over a wireless network to a predetermined network address.
- 10 2. A method according to claim 1, wherein step c) includes transmitting an address of the mobile terminal on the wireless network to the predetermined network address.
3. A method according to claim 1, wherein the address of the mobile terminal
 - 15 is automatically transmitted with the voucher code.
4. A method according to claim 1, further including the step of:
 - d) receiving a message at the mobile terminal stating a value of the voucher.
- 20 5. A method according to claim 4, wherein step d) includes the step of receiving a message stating the number of points in the respective user's account after addition of the value of the voucher.
6. A method according to claim 1, further including the step of:
 - 25 e) receiving a message at the mobile terminal stating the number of points in the respective user's account after addition of a value of the voucher.
7. A method according to claim 1, further including the step of:
 - 30 e) receiving a message at the mobile terminal, the message including a question;
 - f) inputting an answer to the question at the mobile terminal; and

- g) transmitting the answer to the predetermined network address or to another predetermined network address.
8. A method according to claim 7, further including the step of:
- 5 h) receiving a message at the mobile terminal indicating a number of points added to the respective user's account in response to step g).
9. A method according to claim 7, further including the step of:
- 10 h) receiving a message at the mobile terminal stating that the answer transmitted at step g) was incorrect.
10. A method according to claim 1, further including the step of:
- i) receiving a message at the mobile terminal, the message including a password;
- 15 j) submitting said password, together with personal data; and
- k) receiving a reward.
11. A method according to claim 10, wherein in step j) said password and personal data are submitted electronically over a network.
- 20 12. A method according to claim 11, wherein step j) includes the steps of logging into a server over the network using said password, receiving from the server a request for said personal data, and submitting said personal data to the server in response to said request.
- 25 13. A method according to claim 10, wherein step k) includes receiving the reward at a location determined by the personal data submitted at step j).
14. In a reward scheme in which users accumulate points in respective user accounts, which points are redeemable for rewards, a method comprising:
- 30 a) receiving a voucher carrying a voucher code;
- b) inputting the voucher code to a mobile terminal; and

- c) transmitting the voucher code from the mobile terminal over a wireless network to a predetermined network address, together with an address of the mobile terminal.

- 5 15. In a reward scheme in which users accumulate points in respective user accounts, which points are redeemable for rewards, a method comprising:
 - a) receiving a voucher carrying a voucher code;
 - b) inputting the voucher code to a mobile terminal;
 - c) transmitting the voucher code from the mobile terminal over a wireless
 10 network to a predetermined network address; and
 - d) receiving a message at the mobile terminal stating a value of the voucher.

16. In a reward scheme in which users accumulate points in respective user accounts, which points are redeemable for rewards, a method comprising:
 - 15 a) receiving a voucher carrying a voucher code;
 - b) inputting the voucher code to a mobile terminal;
 - c) transmitting the voucher code from the mobile terminal over a wireless network to a predetermined network address;
 - d) receiving a message at the mobile terminal, the message including a
 20 question;
 - e) inputting an answer to the question at the mobile terminal; and
 - f) transmitting the answer to the predetermined network address or to another predetermined network address.

- 25 17. In a reward scheme in which users accumulate points in respective user accounts, which points are redeemable for rewards, a method comprising:
 - a) receiving a voucher carrying a voucher code;
 - b) inputting the voucher code to a mobile terminal;
 - c) transmitting the voucher code from the mobile terminal over a wireless
 30 network to a predetermined network address;
 - d) receiving a message at the mobile terminal, the message including a password;
 - e) submitting said password, together with personal data; and

- f) receiving a reward.
18. A method of registering user details on a user database, comprising:
- 5 a) sending a message from a mobile terminal to a predetermined network address, the message including a unique identifier associated with the mobile terminal and/or the user of the mobile terminal, such that the unique identifier is entered on the user database; and
- b) subsequently submitting the user details to the user database together with the unique identifier or a code related thereto.
- 10 19. A method according to claim 18, wherein step a) is performed over a first, wireless network and step b) is performed over a second network different from the first network.
- 15 20. A method according to claim 18, wherein the message includes a code entered by a user.
21. In a competition scheme in which users enter a competition and at least one winner is selected from the entered users, a method comprising:
- 20 a) receiving a competition entry code;
- b) inputting the competition entry code to a mobile terminal; and
- c) transmitting the competition entry code from the mobile terminal over a wireless network to a predetermined network address.
- 25 22. A method according to claim 21, wherein step c) includes transmitting an address of the mobile terminal on the wireless network to the predetermined network address.
23. A method according to claim 21, wherein the address of the mobile terminal
- 30 is automatically transmitted with the competition code.

24. A method according to claim 21, further including the step of receiving a message at the mobile terminal confirming entry to the competition.

25. A method according to claim 21, further including:

- 5 d) receiving a message at the mobile terminal, the message including a password;
- e) submitting the password together with personal data; and
- f) receiving a prize.

10 26. In a competition scheme in which users enter a competition and at least one winner is selected from the entered users, a method comprising:

- a) receiving a competition code;
- b) inputting the competition code to a mobile terminal; and
- 15 c) transmitting the competition code from the mobile terminal over a wireless network to a predetermined network address, together with an address of the mobile terminal.

27. In a competition scheme in which users enter a competition and at least one winner is selected from the entered users, a method comprising:

- 20 a) receiving a competition code;
- b) inputting the competition code to a mobile terminal;
- c) transmitting the competition code from the mobile terminal over a wireless network to a predetermined network address;
- 25 d) receiving a message at the mobile terminal, the message including a password;
- e) submitting said password, together with personal data; and
- f) receiving a prize.

28. In a reward scheme in which users accumulate points in respective user accounts stored on a database, which points are redeemable for rewards, a method comprising:

- 30 a) receiving from a mobile terminal a message containing a voucher code and an identifying code; and

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- b) adding a points value derived from the voucher code to one of the user accounts selected according to the identifying code.
29. A method according to claim 28, wherein the identifying code is a mobile network address transmitted by said mobile terminal.
30. A method according to claim 29, wherein the identifying code is transmitted automatically by said mobile terminal.
31. A method according to claim 28, wherein step b) includes accessing a database of voucher codes, determining from said database whether the received voucher code is valid, and adding said points value only if the received voucher code is valid.
32. A method according to claim 28, including the further steps of:
- c) determining whether the points value of the user account meets a predetermined criterion; and, if the predetermined criterion is met:
 - d) sending a substantially unique password to the mobile terminal.
33. A method according to claim 32, wherein step d) includes storing said substantially unique password against a respective customer record in said database.
34. A method according to claim 28, including the further steps of:
- c) determining whether the points value of the user account meets a predetermined criterion; and, if the predetermined criterion is met:
 - d) sending a message to the mobile terminal, the message containing a question.
35. A method according to claim 34, including the further steps of:
- e) receiving from the mobile terminal a message containing an answer to the question; and, in response to said answer:

- f) adding a further points value to the respective user's account.
36. A method according to claim 35, wherein step f) includes the steps of determining whether the received answer meets a predetermined criterion, and if so, adding the further points value to the respective user's account.
37. In a reward scheme in which users accumulate points in respective user accounts stored on a database, which points are redeemable for rewards, the database including for each user a password and identifying code, a method comprising:
- a) receiving a password and identifying code from a user, the identifying code representing the network address of a mobile terminal associated with the user;
 - b) determining from the database whether the password and identifying code match an account record for the user;
 - c) receiving personal data from the user; and, if the password and identifying code match the account record for the user:
 - d) storing the personal data against the account record for the user.
38. A method according to claim 37, wherein step d) includes initiating the issue of a reward to the user.
39. A method according to claim 38, wherein the account total of the user is debited by a predetermined amount.
40. A method according to claim 37, further including:
- e) receiving an indication from the user as to whether a reward is claimed, and if a reward is claimed:
 - f) initiating the issue of the reward to the user and debiting the account total of the user by a predetermined amount.
41. A method according to claim 40, wherein the indication of step e) indicates which of a plurality of possible rewards is claimed, and the predetermined

amount in step f) is dependent on which of the plurality of possible rewards is claimed.

42. A method of registering user details on a user database, comprising:
- 5 a) receiving a message from a mobile terminal, the message including a unique identifier associated with the mobile terminal and/or the user of the mobile terminal;
- b) entering the unique identifier on the user database;
- c) subsequently receiving the user details together with the unique identifier
- 10 or a code related thereto; and
- d) entering the user details on the user database so as to be associated with the unique identifier.
43. A method according to claim 42, wherein step a) is performed over a first,
- 15 wireless network and step b) is performed over a second network different from the first network.
44. A method according to claim 42, wherein the message includes a code entered by a user.
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45. In a competition scheme in which users enter a competition and at least one winner is selected from the entered users, a method comprising:
- a) receiving a competition entry code from a mobile terminal together with a unique identifier;
- 25 b) verifying the competition entry code; and
- c) storing the unique identifier on a database of competition entrants.
46. A method according to claim 45, wherein the unique identifier is an address of the mobile terminal on a wireless network.
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47. A method according to claim 45, further including the step of transmitting a message to the mobile terminal confirming entry to the competition.

48. A method according to claim 46, further including:
- d) selecting an entry from the database of competition entrants; and
 - e) transmitting a password to the address of the selected competition entrant.

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49. A method according to claim 48, further including:
- f) receiving said password;
 - g) receiving personal data of the selected competition entrant; and
 - h) issuing a prize to the selected competition entrant.

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50. In a competition scheme in which users enter a competition and at least one winner is selected from the entered users, a method comprising:
- a) receiving a competition entry code from a mobile terminal together with an address of the mobile terminal on the wireless network;
 - b) verifying the competition entry code;
 - c) storing the unique identifier on a database of competition entrants;
 - d) selecting an entry from the database of competition entrants;
 - e) transmitting a password to the address of the selected competition entrant;
 - f) receiving said password;
 - g) receiving personal data of the selected competition entrant; and
 - h) issuing a prize to the selected competition entrant.

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51. A computer program arranged to perform a method according to any one of claims 28 to 50 when executed by suitably arranged hardware.

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52. A carrier carrying a computer program according to claim 51.

53. A carrier carrying a data structure consisting of a database of user reward points comprising user records, each user record recording a reward point total for that user and being indexed according to a mobile terminal address for that user.

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54. A carrier carrying a data structure consisting of a database of competition entrants indexed according to a mobile terminal address for each entrant.
55. A reward system, comprising:
- 5 a) a plurality of mobile terminals;
 - b) a plurality of vouchers bearing respective unique voucher codes;
 - c) a user account database storing user account records for a plurality of users, the user account records including a total value for each user account;
 - 10 d) a host server for receiving said voucher codes transmitted by said mobile terminals, identifying for each received voucher code the identity of the mobile terminal and/or user which transmitted the voucher code, and adding to the respective user account record a voucher value corresponding to the received voucher code; and
 - 15 e) a facility for issuing rewards to the users when their respective total values meet a predetermined criterion.
56. A competition system, comprising:
- a) a plurality of mobile terminals;
 - 20 b) a broadcast competition code;
 - c) an entrant database storing records of competition entrants;
 - d) a host server for receiving said competition code transmitted by said mobile terminals, identifying the mobile terminal and/or user which transmitted the competition code, and adding to the entrant database an identifying code corresponding to that mobile terminal and/or user; and
 - 25 e) a facility for issuing a prize to one or more selected competition entrant.